

Utah Office of Tourism Board Meeting

Hilton Salt Lake City Center
255 S. West Temple
Salon 2 Room

June 2, 2006
10:00 a.m.

Present

Board Members

Kim McClelland
Shelleice Stokes
Bob Bonar
Steve Burr
Frank Jones
Jeff Robbins
Camille Cain

Colin Fryer
Georgianna Knudson
Steve Lindburg
Hans Fuegi
Bob Syrett
Mona Given

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Dave Williams

Tracie Cayford
Kelly Day
Patti Denny

Guests

Red Oelerich
Nathan Rafferty
Brad Smith
Thomas Cooke
Meghan Sitcoske
Mike Gorrell
Brice Wallace
Raelene Davis
Heather Hoyer
Garrett Lyman

Organization

Outdoor Utah
Ski Utah
Foremost West
W Communications
Alta Resort Assoc.
Salt Lake Tribune
Desert Morning News
Ski Utah
Carat Media
Chrome Media

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

Minutes

Kim asked if there needed to be any discussion on the minutes of the May 17 meeting. Hearing no discussion, Bob Bonar made a motion to approve the minutes, it was seconded by Shelleice and carried unanimously.

Coop Committee Report

Hans reported that the Coop Committee met the previous day and discussed several items. The

first item discussed was the desire of the committee members to hold workshops around the state to assist smaller entities which have had limited experience with writing grant applications. They set the dates of July 11 and 12 to host educational workshops in Salt Lake City and Richfield. These dates will be advertised on the websites and other media outlets.

The second topic of discussion was the need for contracts for some of the projects that have received funding approval, particularly those with large dollar amounts. The committee wants to make certain that there is good coordination with the ad agency and the entity receiving the funds, that the funds are being used for the purpose outlined in the application, and to establish markers for releasing money in increments as the projects move forward. Dave Williams will prepare the contracts according to state policies and procedures, and he will monitor the contracts to assure that everything is in compliance.

The third main topic they discussed is the Deaflympics project. It has come to our attention that they have run into some challenges with the USOC regarding trademarks and the company that was going to advertise the event has not met the agreement. Therefore, the committee recommended that we ask for a status report by July 1 and if we don't feel comfortable with their progress that we pull the funding back. Dave will work on that project as well.

The committee also discussed the TV and radio guidelines regarding the ads that result from some of the coop projects. They concluded that they are not experts in this area so they will defer to the marketing committee and/or the ad agency to set the guidelines.

The committee reviewed the revised guidelines and application documents that the staff had prepared. The updated guidelines and revised application form should simplify the application and scoring process. Leigh will meet with the state auditors to make certain that we are in compliance with the state policies and procedures up front rather than have to make changes later in the process.

The applications for the FY07 co-op funds are due at the UOT office August 4, and this will be the one and only opportunity to apply for those funds.

Marketing Committee Report

Shelleice reported that the Committee met the previous day and reviewed the media plan prepared by Carat. They requested that some of the web sites where advertising will appear be removed from the plan. As soon as those changes are made, that portion is ready to go to market. The television purchase was split between local and cable and that should be in-market by July 5. The committee's goal is to have all media buys into the staff by June 19 for approval.

Mike Deaver showed the creative for the dot travel splash page, and the goal is to have it on the web by June 16.

Hans suggested that the splash page contain language noting that it is the official web site for the Utah Office of Tourism. Colin commented that we need to work with utah.com to get the customers to the area on the site where they can get the information they are looking for.

The UOT staff has had an offer from A-1 Pioneer Moving and Storage to put Utah images on one

of their trailers at no charge. Mike has also been involved in discussions with Chrome Media and CR England regarding wraps on some of England's fleet of trucks that carry freight through many states and into many markets. There would be a dedicated phone number for people who see the ads to call to ask for more information so we could track the effectiveness of this media. The cost to wrap a 53-foot trailer is \$6,000 and could potentially last up to three years.

The Airport Authority has also offered to let UOT put images on shuttle buses that service the parking lots around the airport for the cost of the production and installation. This would give the state exposure at the airport as well as in distant locations.

Several of the board members commented that they were very excited about the truck and bus wrapping opportunity and expressed a desire to move quickly on the offer from Pioneer Moving and Storage. It was suggested that we clearly identify where the photos are located, i.e. Arches National Park, etc.

The Marketing Committee discussed the idea of designating separate call to action phone numbers for each ad for tracking purposes. They recommended that the staff set up a toll free number for each geographical market, but ask the telephone operators to ask where the caller found the phone number.

Kim commented that he thinks it is difficult for people to remember a phone number when they are not in a position to write it down. We need to keep the needs of our customers in mind as we develop the 'call to action' in all of our marketing.

Mike reported that the staff at W has been out on the road for a week shooting footage for the commercials, and they are very pleased with the shots. The next step will be to edit the film. Thomas pointed out that they filmed in 5 national parks and thanked Bob Syrett and Colin for their help with the arrangements.

Shelleice reported that after much discussion about the Marketing Plan, the committee decided to add a few elements to the action plan and budget so they will not ask for approval at this meeting. We need to decide if we want to add another market in the future and if so, where should it be. She asked the board members to forward any additional comments to members of the Marketing Committee by June 8. The Committee will meet on June 12 to finalize the plan, and it will be sent to the entire board by June 21 in preparation for a vote at the meeting on June 28 in Logan.

Camille suggested that we consider markets that have direct flights to Salt Lake City on Delta. Kim asked the Marketing Committee to establish specific goals and objectives as part of the Marketing Plan so we can measure the effectiveness of the advertising. He suggested that we identify 3 or 4 key indicators from the list of measurement tools that the Marketing Committee had identified.

Shelleice reminded the board members that they made a decision to combine the UOT Travel Guide and the UHLA Accommodations Guide into one publication for 2007. The next big question is do we want advertising in the publication, and if so where and how much. That decision will have to be made at the June 28 meeting so the RFP can be developed. She asked the board members to talk to their constituents regarding that issue.

Director's Report

Leigh asked Aaron Syrett to give an update on the activities of the Film Commission. He reported that there are currently six movies being filmed in Utah as well as seventeen commercials. The Film Commission staff is also scouting for twenty major films. They have six ads running in markets such as Los Angeles, New York and internationally. The annual film industry luncheon will be held July 14 and Governor Huntsman will speak.

Leigh reported on the following activities that have taken place over the past month:

- Mike and Chad attended the Sunset consumer show in Menlo Park, California.
- Leigh, Tracie, and Patti participated in Pow Wow in Orlando, Florida
- Patti has arranged and hosted several media fam tours around the state
- RFP's for the UK and German markets have been issued

Public Input

Red Oelerich commented that Outdoor Utah is very upset with the actions of the individual who climbed Delicate Arch. He will set up a blog on outdoorutah.com for anyone who would like to comment.

Next Meeting

The next meeting will be held June 28 in Logan at the University Inn at Utah State University. There will be no meeting in July.